IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: **Isaac Bentolila et al.**

Serial Number: **10/043,698**

Filed: **January 9, 2002**

Title: **SYSTEM AND METHOD FOR BEHAVIORAL MODEL**
                   CLUSTERING IN TELEVISION USAGE, TARGETED
                   CLUSTERING, AND PREFERENCE ADVERTISING VIA
                   MODEL PROGRAMMING BASED ON BEHAVIORAL
                   MODEL CLUSTERS

Examiner: **Sheleheda, James R.**

Art Unit: **2424**

AMENDMENT AND RESPONSE ACCOMPANYING RCE

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the final Office Action dated December 7, 2010, in which a response is due March 7, 2011, and accompanying Applicants' Request for Continued Examination (RCE), Applicants hereby submit the following amendments and remarks/arguments for entry in the above-referenced application. Reconsideration of the application is respectfully requested.

Listing and Amendment of the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.